

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Lucky2Creations (FKA lucky2productions)

Idaho TechHelp

Lucky2Creations Lands a Whopper with the Accu-Cull

Client Profile:

Brent Shores, owner of Lucky2Creations, is a successful tournament fisherman and star of the 'Get the Net' fishing show. Shores' background led him to create the Accu-Cull Cutting System, a new paradigm in fishing tournament culling systems. Accu-Cull is a fish culling system that helps tournament anglers manage their livewells and cull their fish faster and more accurately than any tournament culling system currently available. Culling refers to releasing smaller fish that will not be used to count towards an angler's total weight. The device increases the speed and efficiency of culling fish by allowing anglers to use any scale, culling clips, and weight system they prefer. Accu-Cull can also be mounted inside a boat's livewell lid so anglers can manage their fish at a glance. The company employs 4 people at its facility in Boise, Idaho.

Situation:

Shores had the idea for the Accu-Cull but needed assistance with product design, prototyping and producing the product. A local mold maker referred Shores to TechHelp, a NIST MEP network affiliate, where he found the help he needed to take his idea to reality.

Solution:

TechHelp led an improvement project designed to improve Shores' initial product design through simple 3D computer models. The design was further refined using SLA (Stereolithography) prototypes. Once design was perfected, TechHelp produced engineering drawings for production. TechHelp helped Shore line up production resources in the U.S. As a result of TechHelp's assistance, Lucky2Creations brought a new product to market, with three new products related to the Accu-Cull now in development.

Results:

- * Increased sales by \$100,000.
- * Realized \$25,000 in cost savings.
- * Invested \$70,000 in product production.
- * Avoided \$40,000 in unnecessary investments.
- * Created 2 jobs.

Testimonial:

"The folks at the New Product Development Lab at Boise State were great. Everything we needed was done with great pride and accomplishment."

Brent Shores, Owner

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